

Redmond Channel Partner 2008

DRIVING SUCCESS IN THE PARTNER COMMUNITY

- * Extensive experience delivering solutions to advertisers in the Windows market

- * Exclusive focus on the Microsoft channel

- * Influential audience of IT consultants and systems integrators

- * Highly efficient reach to Microsoft partners



Why You Need Redmond Channel Partner Magazine

MICROSOFT SOFTWARE AND VENDOR DOMINANCE

- * For every \$1 Microsoft earns in 2007, companies working with Microsoft will earn \$7.79*
- * There are more than 640,000 vendors in the Microsoft ecosystem*
- * Those vendors will make more than \$425 billion in revenue in 2007*
- * Over 1 billion Windows PCs worldwide**

THE REDMOND CHANNEL PARTNER (RCP) CONNECTION

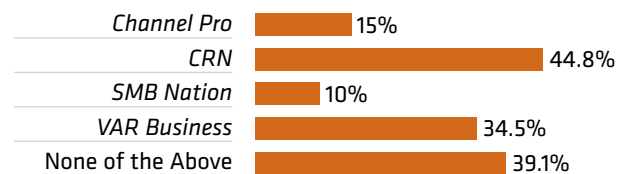
- * Vendors identify themselves as Microsoft partners.
- * RCP provides deep, penetrating coverage of the Microsoft partner program. While other publications may mention a top executive at Microsoft, RCP drills down on dozens of executives and managers relevant to partners.
- * Our editorial depth draws readers into the magazine each and every month.

* SOURCE: IDC, Global Economic Impact Study, October 2007

** SOURCE: Bill Gates, Chairman, Microsoft, Government Leaders Forum Europe 2008



- * Our readers are not heavy subscribers to other channel magazines:



Cross tabulations reveal:

- * 53% of RCP subscribers do not subscribe to either CRN or VAR Business.
- * 27% of RCP subscribers subscribe to both CRN and VAR Business
- * 47% get one or the other.
- * Nearly 40% of RCP subscribers do not subscribe to any of the magazines listed above!



Driving Success in the Microsoft Partner Community

Redmond Channel Partner is a monthly publication that helps Microsoft channel partners succeed and grow their business. We offer insights into everything from sales strategies to new technology solutions to channel news and events. *Redmond Channel Partner* is an advocate for the Microsoft reseller community and provides an independent perspective on Microsoft technologies and the Microsoft Partner Program.

Our articles focus exclusively on the needs of the Microsoft channel. We teach readers how to build partnerships, create business cases for their solutions, get the information and support they need from Microsoft, position themselves and sell their products.



Get Your Piece of the \$425 Billion Pie!

According to a new study, there are more than 640,000 vendors in the Microsoft ecosystem and those vendors will make more than \$425 billion in revenues in 2007.

*SOURCE: IDC Global Economic Impact Study, October 2007



Editorial Excellence:

Honored as Best Start-Up Publication, Jesse H. Neal National Business Journalism Awards, 2006, and in 2007 as Finalist, Best Overall Design, WPA Maggies.

Editorial Mission

Redmond Channel Partner is designed to make Microsoft partners more successful. The Microsoft channel contends with a unique set of technical, business and even political issues. *Redmond Channel Partner* is an independent advocate for these readers, and is the only publication offering them advice on how to expand their businesses, develop fruitful partnerships, build a services-oriented business, work more closely with Microsoft, develop and market unique areas of expertise and satisfy customers. We also address competitive issues, common customer objections and how to profitably position Microsoft technologies. In short, reading *Redmond Channel Partner* will help Microsoft partners add to their own bottom lines.

EDITORIAL BIOGRAPHIES



Scott Bekker, Editor In Chief

Scott started covering the Microsoft enterprise environment for *ENT Magazine* in August 1998. He served as editor in chief at *ENT* and then *ENTmag.com* from October 1999 to January 2007. Before joining *ENT*, Scott worked for four-and-a-half years as an editor and reporter with *The Associated Press* in Kansas City and Philadelphia.



Anne Stuart, Executive Editor

Anne has spent nearly 25 years as a writer and editor for daily newspapers, regional and national magazines, an international wire service and several Web sites. Most recently, she edited *Momentum*, a Microsoft-sponsored magazine, e-newsletter and Web site for midsize businesses.



Lee Pender, Senior Editor

Lee began his career as a technology journalist in 1997 with *Computer Reseller News* and subsequently held posts at *PCWeek* (now *eWeek*) and *CIO* magazines. He then spent almost five years living in France and Holland, where he worked in the software industry and established himself as a freelance writer.

EXPERT COLUMNISTS



M.H. "Mac" McIntosh

Mac is one of America's leading sales and marketing consultants and speakers, and an expert in software marketing and sales. He's been providing consulting services for Microsoft and many of its partners for more than seven years. He is the author of the **Marketing Microsoft** column.

Ken Thoreson



Ken brings more than 20 years of experience in sales leadership and management to clients. He is the managing partner of Acumen Management Group Ltd., a North American consulting firm focused on

improving strategic sales-management functions at growing companies. Ken is the author of the **Selling Microsoft** column.

Paul DeGroot



Paul is an analyst with Directions on Microsoft, an independent research firm focused exclusively on Microsoft strategies and technology. As a journalist, he has covered every aspect of the IT industry for 17 years. Paul is the author of the **Directions** column.

2008 Editorial Calendar

ISSUE	COVER	FEATURE 1	FEATURE 2	TECHNOLOGY	AD CLOSE	ART DUE
JAN	Marching Orders	Product Roadmap	Vista Anniversary	Unified Communications	Nov 16	Nov 26
FEB	Managed Services Providers	Infrastructure Optimization	Server 2008 Launch	Infrastructure Software	Dec 18	Dec 27
MAR	Dynamics	Hiring	Learning Solutions	Business Applications	Jan 31	Feb 7
APR	Partner Networks	Green Computing	Systems Integrators	Accounting Software	Feb 28	Mar 6
MAY	Microsoft in Transition	Vertical Industries: How-To Guide	Hardware Trends	Systems	Mar 28	Apr 4
JUN	Salary Survey	Countering Top Complaints	Venture Capital	Storage	Apr 24	May 1
JUL	Complementary Programs	Worldwide Partner Conf. Preview	Distributors	Mobility	May 27	Jun 3
AUG	Market Opportunities	Coopetition	Windows Small Business Server	Laptops	Jun 26	Jul 3
SEP	SMB Channel Programs	Vertical Industry Spotlight: Retail	All About PAMs	Virtualization	Jul 31	Aug 8
OCT	Franchising	Software + Services	Partners of the Year	Hosting	Aug 28	Sep 5
NOV	Finding Customers	Profiting from Web 2.0	Centro	Security	Sep 29	Oct 6
DEC	Reader Survey	Ad-Sponsored Software	Vertical Industry Spotlight: Manufacturing	Disaster Recovery/Backup	Oct 29	Nov 5

Bonus Distribution

March: Convergence and TechMentor Conference

April: SMB Summit and TechMentor Conference

June: Microsoft TechEd

July: Microsoft Worldwide Partner Conference

September: TechMentor Conference

October: TechMentor Conference

Editorial Contacts

Product Reviews, article ideas and submissions:

Scott Bekker, sbekker@rcpmag.com



Circulation

The channel is critical to Microsoft's ultimate success, as 96 percent of company revenue comes from the channel. Channel partners are also a huge influence on purchase decisions. According to Microsoft, customers go with partner product recommendations in more than 80 percent of sales transactions.

BPA WORLDWIDE
BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2007

Redmond Channel Partner

29,622 Total Circulation

27,900 Paid Circulation

1,722 Non-Paid Circulation

29,622 Total Distribution

29,622 Copies of this Statement

29,622 Total Copies of this Statement

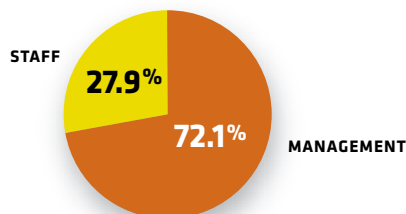
29,622 Total Copies of this Statement

Redmond Channel Partner is BPA-Audited and reaches 29,622 subscribers monthly. It targets various types of Microsoft partners across North America, including:

- * Systems and Network Integrators
- * IT/E-Business Consultants
- * VARs
- * Software/Web Developers
- * Services Providers
- * Distributors

*SOURCE: RCP June 2007 BPA Statement

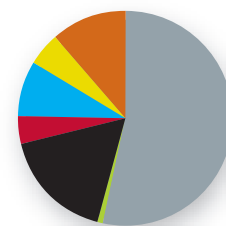
WHICH BEST DESCRIBES YOUR JOB TITLE?*



	Qty	TOTAL
Executive Management	8,622	29.1%
Corporate Management	1,349	4.7%
Department Management	1,509	5.1%
Technical Management	9,016	30.4%
Technical Staff	7,158	24.2%
Sales/Marketing Management	830	2.8%
Sales/Staff	235	0.8%
Other	881	3.0%
TOTAL	26,500	

COMPANY SIZE*

10,000 or more	17.2%
5,000 to 9,999	4.1%
1,000 to 4,999	8.3%
500 to 999	4.9%
100 to 499	11.6%
Less than 100	53.1%
Non-Paid No Response	.8%



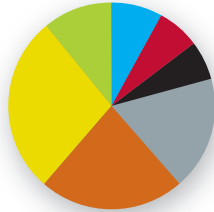
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR FIRM'S PRIMARY BUSINESS AND INDUSTRY AT YOUR LOCATION?*

	Number	Percent
Systems Integrator/VAR	5,517	21.0%
Network Integrator/VAR	2,154	8.0%
IT/E-business Consultant	7,683	28.4%
Web Integrator/Net Specialist	451	1.7%
Services Provider	3,590	13.0%
Comms/Telephony Integrator	1,284	4.7%
Software/Web Developer	3,410	13.2%
Custom Systems Builder	526	2.0%
Distributor	833	2.9%
Other	1,052	5.1%
TOTAL	26,500	100%









Reader Profile

CUSTOMER COMPANY SIZE**








1-10 Employees	11%	
11-99 Employees	28%	
100-999 Employees	23%	
1,000-14,999 Employees	18%	
15,000-49,999 Employees	6%	
50,000+ Employees	7%	
Don't Know	8%	



MICROSOFT PRODUCTS COMMONLY INCLUDED IN CUSTOMER SOLUTIONS**

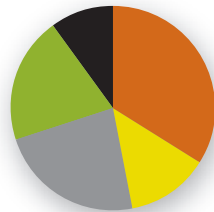
Windows Server		61%
SQL Server		59%
Office Suite		55%
Exchange Server		51%
Windows (client)		48%
Windows Small Business Server		40%
ISA Server		31%
Office SharePoint Server		31%

TOP BUSINESS FOCUS*

Provide IT strategy consulting		54%
Manage IT implementation projects		53%
Install and configure hardware and platform software		52%
Install business software		49%
Provide post-implementation support		42%
Develop custom software		41%
Provide security services		35%

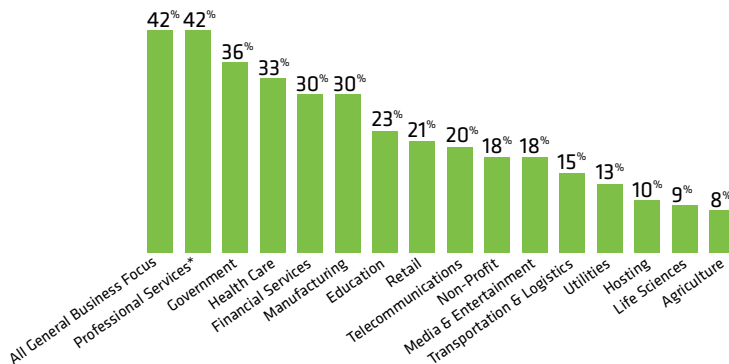
COMPANY: YEARS AS PARTNER

More than 6 years	34%	
5-6 years	13%	
3-4 years	23%	
1-2 years	20%	
Less than 1 year	10%	












RCP directly serves the Microsoft channel and includes editorial content that is 100 percent focused on the strategic needs of this valuable group.

INDUSTRIES SERVED



*Accounting, Architecture, Engineering, IT Services, Legal, Real Estate

HARDWARE PRODUCTS RECOMMENDED/INFLUENCED/SPECIFIED/SOLD TO CLIENTS**

Servers		68%
Desktops		66%
Laptops		58%
Computer Components		57%
Routers		57%
Storage		57%
Printers		56%
Monitors		54%
Security		49%

Online

Our online products offer an array of brand and lead-generation advertising opportunities—from banner advertising efforts to custom media programs. RCPmag.com is the online version of *Redmond Channel Partner* magazine. The site keeps Microsoft channel partners abreast of the latest Microsoft marketing programs, events, product news, sales tips and more. Sections include:

- * News
- * Columns
- * Features
- * Solution Spotlights
- * Partner Spotlights
- * Tech Portals
- * RCP Blogs
- * Your Turn

BANNERS

Integrate banners into your lead-generation or branding campaign. Banner sizes include skyscrapers, leaderboards, rectangles and dogears.

REDMOND CHANNEL PARTNER UPDATE NEWSLETTER

Get immediate and solid response to your advertisements in the twice-weekly newsletter from the editors of *Redmond Channel Partner* magazine.

TECH LIBRARY/WHITE PAPER LISTINGS

Promote your white papers or case studies in our Tech Library and gather high-quality leads from responsive readers. Our registration system requires readers to submit full demographics and confirm their e-mail address before they can download any resource.

WEB SEMINARS/AUDIOCASTS

Interact with our audience during these one-hour vendor presentations.

You provide the speaker and PowerPoint presentation while we provide the production and promotion of the event. You'll come away with qualified leads, instant feedback from the audience through polls, surveys and Q&As, plus a recording of the event for your own use.

EBOOK LISTINGS/SPONSORSHIPS

Co-brand your products with technology-specific content crafted by our editorial team and heavily promoted through the Redmond Media Group network. You'll receive valuable, targeted leads with minimal effort.

TEXT LINKS

Text advertisements, positioned at the bottom of each Web site page, provide a cost-effective enhancement to your campaign.

CUSTOM LANDING PAGES

"Own" a page on our Web sites for your logos, product descriptions, white papers, software downloads and more. You provide the copy, we provide the promotion.

LIST RENTAL

Get the most out of your next promotional effort by utilizing the master database of 1105 Media, Inc., publisher of *Redmond Channel Partner* magazine. Our award-winning publications and highly respected e-newsletters give you the ability to reach a large IT audience or target a specific niche. Choose from dozens of selections. Postal and e-mail lists are available. For more information visit: <http://1105media@meritdirect.com>

2008 Rates

RCP 2008 4-COLOR PROCESS RATES

Ad Size	1x	3x	6x	12x	24x
Full Page	\$7,300	\$6,220	\$5,675	\$4,865	\$4,325
1/2 Page	\$4,600	\$4,325	\$3,950	\$3,515	\$2,975

PREMIUM POSITION RATES: 4-COLOR PROCESS

Cover 2	Add \$540 per issue
Cover 3	Add \$380 per issue
Back Cover	Add \$625 per issue
Page 1	Add \$540 per issue
Opposite TOC	Add \$490 per issue
Cover 2/Page 1 Spread	\$11,900

Commissions & Credit Terms

15% commission to recognized agencies. Payment of invoices is due upon receipt. A finance charge will be added at the periodic rate of 1.5% per month (an annual percentage rate of 18%) to any outstanding bill over 30 days. The 15% agency commission will not be paid after 60 days. Any delinquent account is subject to cancellation and short rate.

Cancellations & Late Material

Notification of space cancellations must be received in writing by the space closing deadline. If canceled after deadline, the advertiser will be charged for the insertion. Materials received after published deadlines are subject to a late insertion fee.

Advertising Frequency Contracts

Frequency contracts entitle advertisers to the discount rate as specified under "General Advertising Rates." A contract year begins with the date of the first insertion. Advertisers agree to pay short rate for incomplete contracts. Advertisers with a 24-time or greater frequency contract must run a minimum of one advertisement in each issue during the life of the contract, unless they qualify for discounts based on multiple insertions in the same issue. Advertising rates are subject to change. Advertisers will be notified of any rate changes and all future ads billed at new rates.

General Conditions

- A. Advertising is subject to acceptance by Publisher as to character, layout, text and content.
- B. The Publisher reserves the right to reject or cancel advertising that is not in keeping with the publication's standards.
- C. Advertisers and advertising agencies assume all liability for all content (including text, illustrations, representation, copyright, etc.) of advertisements printed and also assume total responsibility for any claims arising therefrom against the Publisher.
- D. Advertisements are accepted upon the representation that advertisers have all the rights necessary to publish the contents thereof. Advertisements must be factual, not misleading, and should not misrepresent any competing product or service or make an unfair, incomplete comparison.
- E. Any attempt to simulate the publication's format is not permitted and the Publisher reserves the right to place the word "advertisement" with any copy that in the Publisher's opinion resembles editorial material.
- F. Conditions, other than rates, are subject to change by Publisher without notice.
- G. Positioning of advertisements is at the discretion of the Publisher unless agreed to in writing by the Publisher.
- H. Publisher shall have no liability for errors or omissions in key numbers, Reader Inquiry Numbers or Advertisers' Index.
- I. Advertisements not received by space closing date will not be entitled to revisions or approval by the advertiser or its agency.
- J. Cancellations or changes in orders may not be made by the advertiser or its agency after closing date.
- K. Advertiser is liable for any costs (design fees, set ups, additions or alterations to advertisements, logos, color, film, reprints, etc.) incurred in the preparation of its advertisement.
- L. All insertion orders are accepted subject to the provisions of the current rate card. Proposal or request for advertisement based on reciprocal dealings will not be accepted. Publisher's suppliers, resellers or sales agents are cautioned that solicitation by Publisher's agents on any other basis is unauthorized.
- M. Cancellation of space reservations for any reason will result in a short-rate based on past and subsequent insertions to reflect actual space used at the earned frequency rate.
- N. Publisher shall not be liable for any costs or damages if it fails to publish an advertisement.
- O. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher.
- P. No conditions other than those set forth in this rate card shall be binding on the Publisher unless specifically agreed to in writing.
- Q. Publisher is not liable for delays in delivery or nondelivery in the event of Act of God, action by government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
- R. Advertisers agree that Publisher has no obligation to maintain the confidentiality of submitted material until publication date and that while Publisher may, at advertiser request, adopt procedures to restrict dissemination of submitted material to lesson risk of disclosure, Publisher has no liability for its failure to do so.
- S. As used in this section titled "General Conditions," the term "Publisher" shall refer to 1105 Media, Inc.
- T. Governing Law, Attorney's Fees. This Agreement shall be governed by the laws of the State of California. Any controversy or claim arising out of or relating to this Agreement or the breach thereof will be settled by binding arbitration, which shall be conducted in accordance with the rules of the American Arbitration Association. There shall be one arbitrator in any such proceeding. Judgment upon the award rendered by the arbitrator may be entered in any court having jurisdiction thereof. The place of arbitration shall be Los Angeles County, California. Should either party commence arbitration to enforce or interpret this Agreement, the arbitrator shall have the discretion to award the prevailing party reasonable attorney's fees.

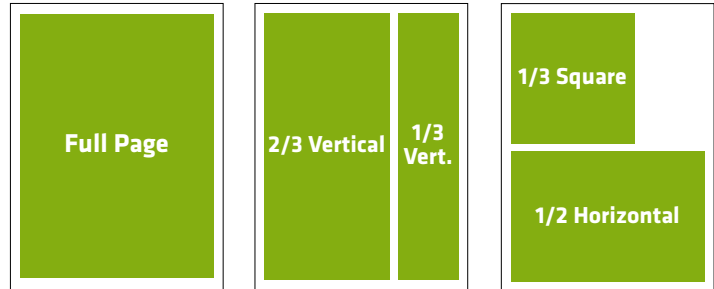
Specifications

Digital Advertising Specifications

The following specifications are for the purpose of controlling the quality of magazine printing on high-speed Web presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less-desirable printed results.

Trim Size: 8" x 10³/₈"

	Live Size	Bleed Size
Full Page	7 ¹ / ₂ x 10 ¹ / ₄	8 ¹ / ₄ x 11
1/2 Spread	15 ¹ / ₂ x 4 ³ / ₄	16 ¹ / ₄ x 5 ³ / ₈
2/3 Vertical	4 ³ / ₈ x 9 ¹ / ₂	5 ¹ / ₈ x 11
1/2 Horizontal	7 x 4 ⁷ / ₈	8 ¹ / ₄ x 5 ³ / ₈
1/3 Vertical	2 ¹ / ₈ x 9 ¹ / ₂	n/a
1/3 Square	4 ³ / ₈ x 4 ³ / ₈	n/a



Ad sizes are to scale.

All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your Sales Representative.

Media Shipping (not including pre-printed inserts)
Digital files should be provided on the following media: Macintosh formatted 100MB or 250MB Zip or CD-ROM. Please label media with the magazine name, issue date and advertiser name. Include a laser of the media directory with all contents. Ads requiring work to be done by the Publisher will incur an additional charge. Media and advertising materials are kept by the Publisher for one year and then destroyed. Return material requests must be made in writing and are shipped C.O.D.

Send Materials To:

Production Coordinator
Redmond Channel Partner [6 issue date]
1105 Media, Inc.
9121 Oakdale Avenue, Suite 101
Chatsworth, CA 91311
Tel: 818-734-1520, ext. 164
Fax: 818-734-1528
Email: rcpadproduction@1105media.com

Media, files and proofs should be securely packed and shipped. Contents of the package should be identified on the outside as to publication date and type of material contained within.

Contact Information

If you have questions regarding production specifications or insert specifications, please contact your Production Coordinator. For advertising sales information, please contact your Sales Representative.

File Format

We support files generated by Adobe Acrobat using the 1105Media Print Driver and 1105Media Job Option Settings for Distiller, with specifications as listed below. Download printer driver & distiller settings from our Web site at www.1105media.com/digitalAdRes.html. In order to generate printable PDFs, it is important that the native

file (QuarkXPress, Adobe InDesign or Pagemaker) is prepared accordingly.

Preparing native files for printable PDFs:

- Two-page spreads need to be submitted as single page files
- Set page geometry to 8" X 10.75" for full page ads
- Set bleeds 1/8" beyond trim
- All images/scans must be in CMYK mode, 300 dpi resolution
- DO NOT use stylized fonts
- Use Postscript (Type 1) fonts only. No True Type, Windows/PC or custom fonts accepted
- Embed all fonts
- Rules should be .025 point or thicker
- All elements must be placed at 100 percent size
- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files
- Four-color solids should not exceed SWOP density of 280 percent

Preparing a PDF file (preferred format):

- Use 1105Media PPD Print Driver
- Use 1105Media Job Options for Distiller
- Set crop marks with a 12 point offset
- PDF file needs to be 1 inch larger than trim size of magazine and include crop marks (9" X 11.75")

Preparing an EPS file (optional alternative format):

- EPS file formats from Adobe Illustrator, Adobe Photoshop or Macromedia Freehand must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

Proofs

Provide two digital color proofs at 100 percent size, created from the supplied digital file, on a contract-quality, digital halftone proofing system in accordance

with SWOP Web coated standards (AGFA Pressmatch, Kodak Approval, DuPont Waterproof, etc.). Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, the Publisher is not responsible for color variances between the digital file and final color reproduction. **IMPORTANT NOTE:** If proofs are not supplied, the Publisher reserves the right to have them made at the Advertiser's expense, and make-goods due to reproduction quality will not be honored.

FTP File and Upload information

Name your files with the magazine name, issue date and advertiser name. Include media directory. Under separate cover, please send to your Production Coordinator, two digital color proofs at 100 percent size, created from the uploaded digital file, on a contract-quality, digital halftone proofing system in accordance with SWOP Web coated standards.

Ads requiring work to be done (sizing, typos, etc.) by the Publisher will incur an additional charge. Advertising files are stored by the Publisher for one year and then deleted.

Uploading Your File

All uploads should be followed by either a confirmation phone call or e-mail message to your Production Coordinator to verify the file has been sent. It is important that the uploaded file is placed in the designated 101external/production/publication folder Directory for expedient access.

Host: <ftp://ads.1105media.com/>

User ID: 1105user

Password: 1105pass

Directory: 1105external/production/Redmond_Channel_Partner

Redmond Media Group

The Redmond Media Group (RMG) provides news, in-depth analysis and hands-on information for IT directors, managers, developers, administrators and a range of partners in the Microsoft community.



IT PROFESSIONAL

Redmond magazine is the authoritative, independent voice of the Microsoft IT community. It provides real-world technical, product, news and industry information for experienced IT professionals working within a Windows platform.

Redmondmag.com provides visitors with the information, strategies and behind-the-scenes insight into Microsoft and the Windows computing platform through print articles and online-only content.

MCPmag.com is the daily information and news site for Microsoft Certified Professionals. The site delivers technical and career information to a global community of IT professionals working with Microsoft products.

TechMentor Conferences are focused on delivering serious training—by informed, expert instructors—on automating, managing, securing and troubleshooting Microsoft Windows server systems.

DEVELOPER

Redmond Developer News is a twice-monthly magazine giving corporate development managers insight into Microsoft's plans and news on the latest happenings.

RedDevNews.com serves the Microsoft development manager by exclusively covering pertinent real-world news, product and new development technology information.

ADTmag.com covers enterprise application news, trends and best practices for corporate development managers working in a cross-platform, multi-language environment.

Enterprise Architect Summit provides IT strategies and best practices for enterprise architects.

Visual Studio Magazine offers enterprise solutions for .NET development. It gives architects, developers and development managers practical, proven and unbiased how-to articles.

VisualStudioMagazine.com provides technical hands-on, how-to content for enterprise-level developers, architects and managers.

SQLProInsight.com is a new site offering news, blogs, articles, best-practices advice and insight for professional DBAs and developers interested in databases and structured query language.

VSLive! is a year-long series of events for developers who work with the Visual Studio.NET tool suite.

PARTNER

Redmond Channel Partner magazine helps Microsoft channel partners succeed and grow their businesses. It offers insight into everything from sales strategies to working with Microsoft and understanding its product plans.

RCPmag.com keeps Microsoft channel partners abreast of the latest Microsoft marketing programs, events, product news, sales tips and more.

TechPartner Conferences offer expert insight, ideas and information about the variety of business opportunities generated by the new Microsoft products. Resellers will learn how to increase sales, position their company for greater success, and improve leadership and management skills.

